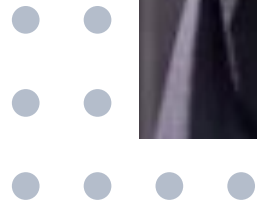




Co-opTrade





Goals That Guide Us



Co-optrade's vision is to be the #1 entrepreneurial company in the world.



Our Initial products and services will provide unique training curriculums to admission professionals.



Additional services and products will also be offered to enhance an institution's ability to enrol students.



Furthermore, we will continue to partner with other training companies to expand our offerings to individuals and businesses in this 350 Billion dollar market of online education.



**The world largest online
learning company grew their
business division from one
Million to 100 Million in the
last five years!**





Co-optrade Acquires Dartmouth Associates



Tom Schenck

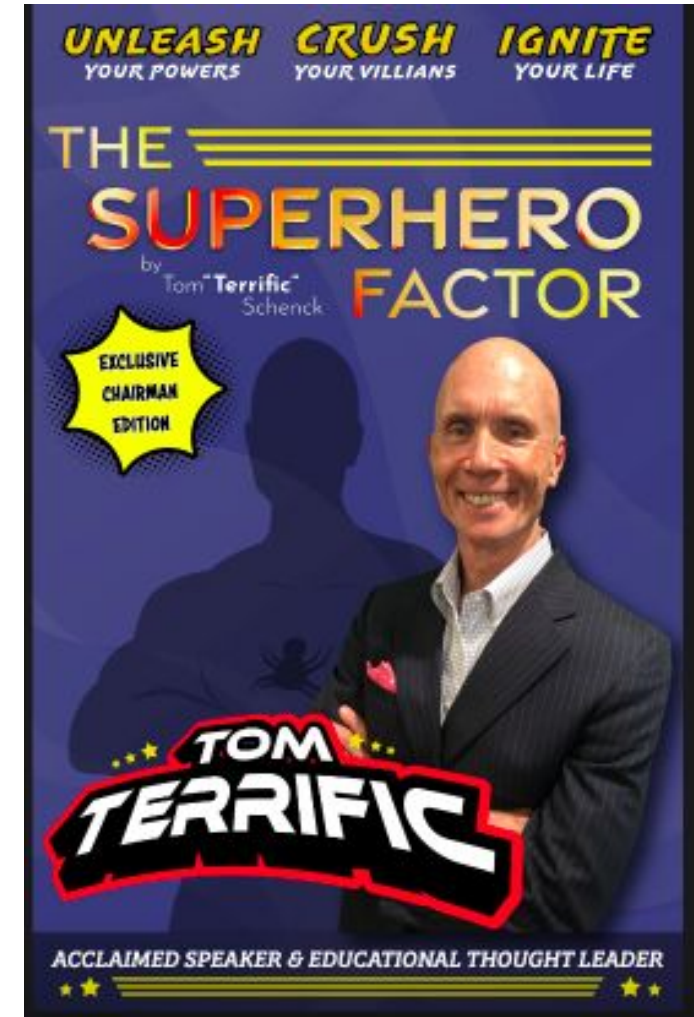
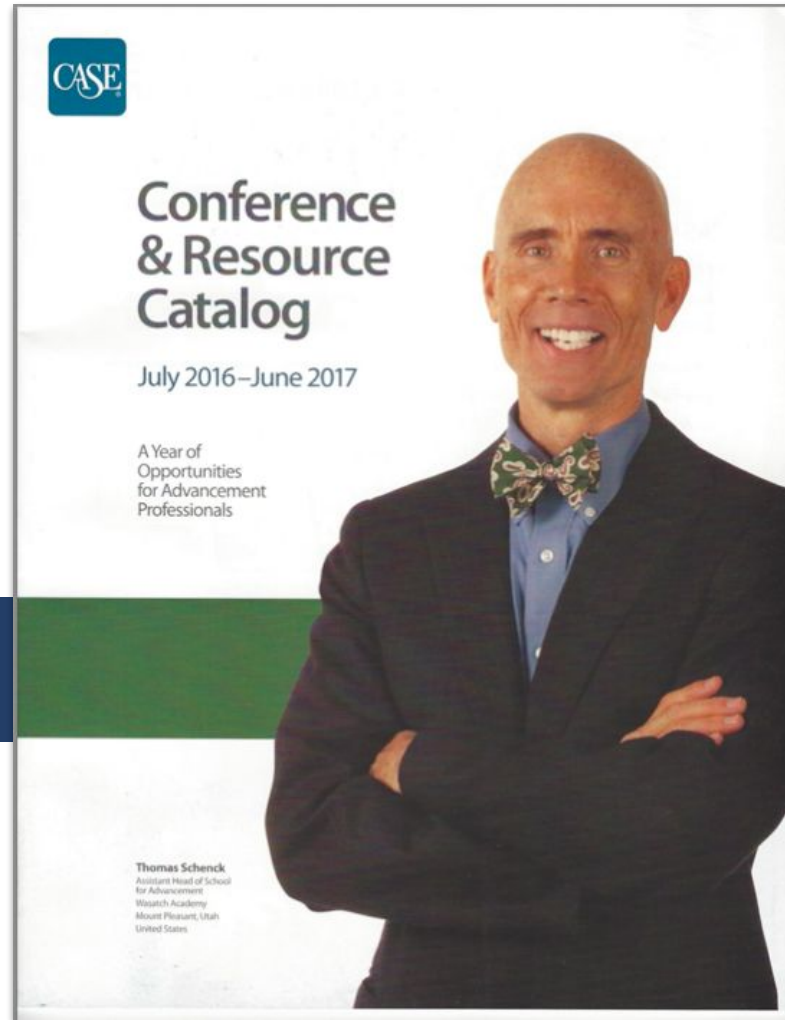
President

Started this company to give more educational access to underserved students around the world. His mission is to support these students by using his sales skills to train admission professionals to enroll enough students to keep struggling institutions open. Inspired by his mother who changed generations of student lives...he started a foundation in her honor.





Nationally Recognized





A 20 Year Passion To Help Underserved Students



Mary Elizabeth Schenck





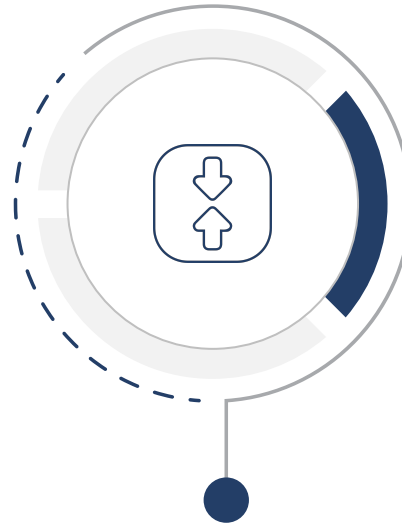
Since 2020 Over 500 Private Institutions Closed...Creating Less Access For Underserved Students!



Covid-19 fears



More competition
from online
institutions and tech
programs



Shrinking
population



Higher tuition



**Admission
Professionals lacked
the sales skills to
enroll enough
students**



Admissions: A Profession on the Edge:



Why enrollment leaders are wearing down, burning out, and quitting!

APRIL 5, 2023 By ***Eric Hoover, Senior Writer
Chronicle of Higher Education***

**Unique Sales
Training
is Needed Now!**

“One year, her blood pressure spiked. The next brought severe stomach problems. The following year, a panic attack sent her to the emergency room. After that, Karen Dahlstrom said, “My body was revolting, & my job was the cause.”

The ROR ENROL System...The **World's Only Online Sales Training For** **Admission Professionals**

In 90 days we create a sales culture that helps admission staff engage more referrals and expedite enrollment which allows institutions to stay open and continue to give access to underserved students.

1

 **Daily online micro videos reinforce concepts**



2

Proprietary 30 step virtual playbook with worksheets

3

Weekly curated zoom consultation

Products





ROR
RESULTS ORIENTED RECRUITING

**STOP DECLINING
ENROLLMENT
REGAIN CONTROL
NOW!**


**RECORDED
WEBINARS**

Introduction to ROR's
30 key concepts



PLAYBOOK

Step-by-step guide
to apply the
ROR Solution



**TRAINING
VIDEOS**

30 On demand training
videos to review
ROR principles



**ZOOM
SUPPORT**

Receive 3 months of
weekly support



**THE FIRST
ONLINE TRAINING SOLUTION
TO SAVE YOUR SCHOOL.**

Reserve your place,
space is limited!

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ROR Magazine

DARTMOUTH
ASSOCIATES
RECRUITING STRATEGISTS
EST. 2020



Products



LIFESTYLES OF THE ADMISSIONS PROFESSIONAL

ROR Magazine

ROR Magazine, the first and only
lifestyle publication
for the admissions professional...

Read about your colleagues and
see why your tribe is made up
of the most dynamic
people in education...



“The most exciting magazine launch
in admissions history!”



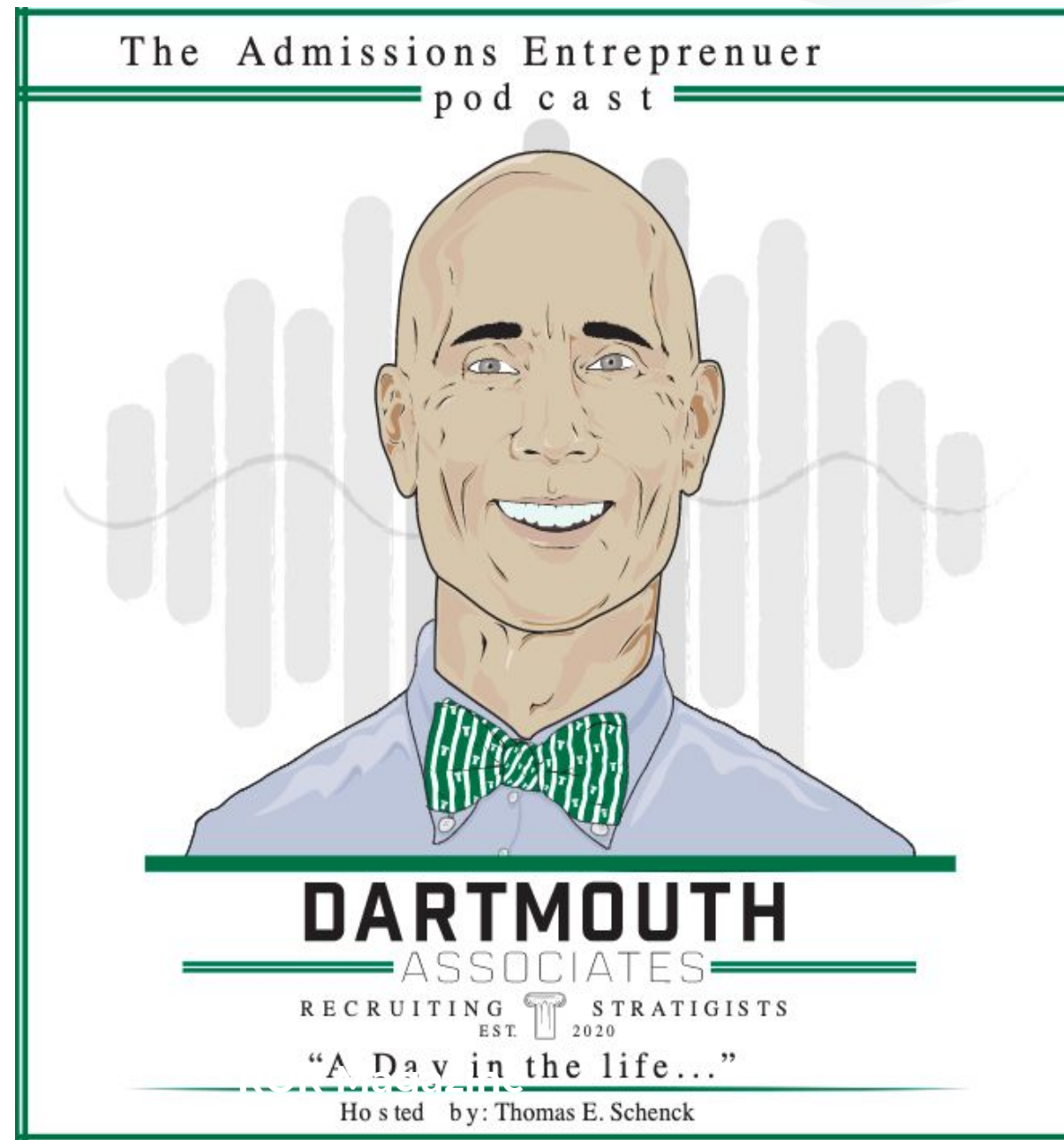
creative, talented,
insightful and fearless!

Take a look at our preview issue now,
and subscribe to our dynamic
publication!

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EST. 2020



Products





ROR Magazine...

Virtual, Kindle and
Hard Copy in every
major global market

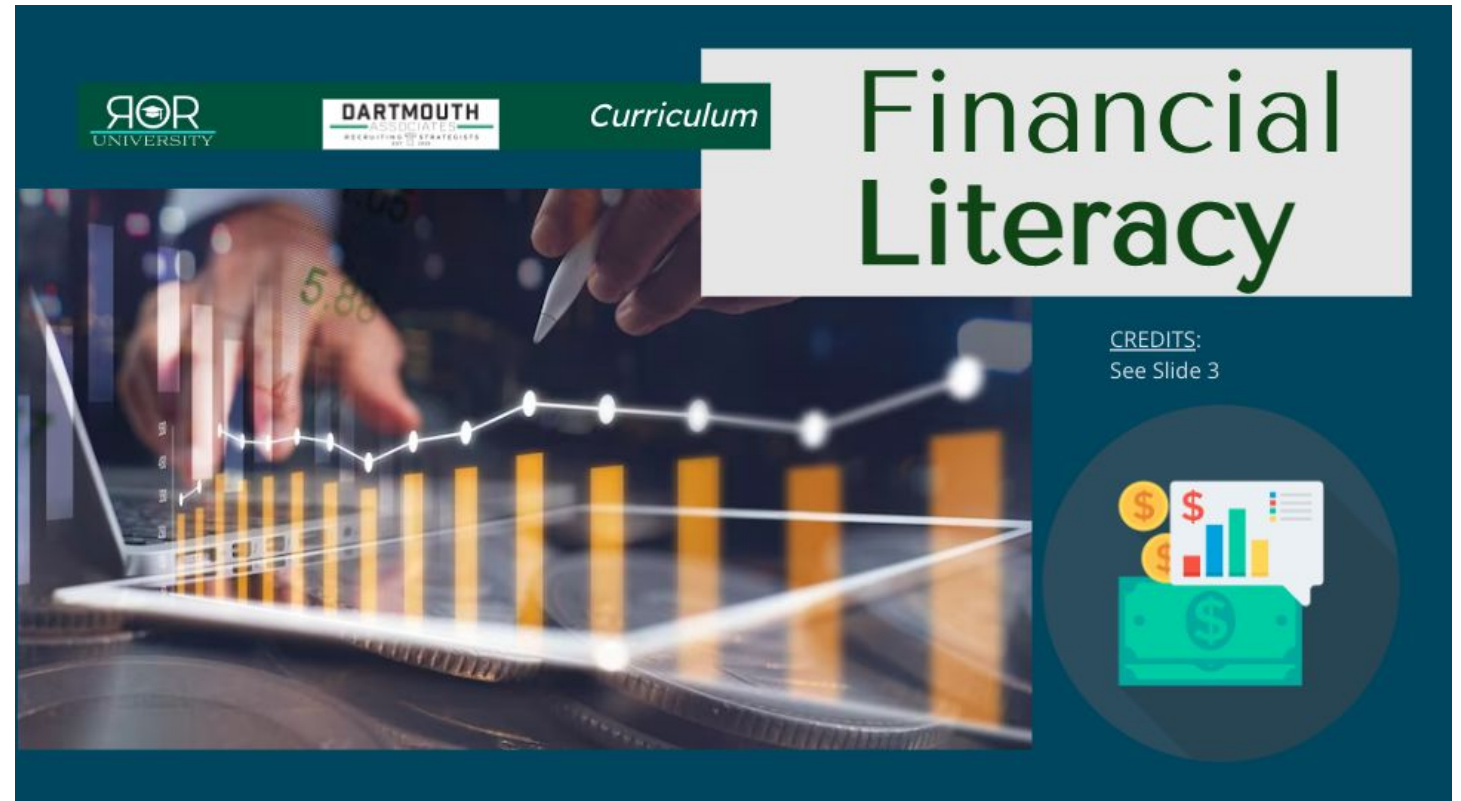


**Readership has
grown
to over 20,000!**

The screenshot shows the Amazon website interface. At the top, the Amazon logo is on the left, followed by a 'Hello Select your address' prompt and a 'Books' dropdown menu. A search bar with a magnifying glass icon is on the right. Below the navigation bar, there are links for 'All', 'Epic Deals', 'Holiday Gift Guide', 'Best Sellers', 'Amazon Basics', 'Customer Service', 'Prime', and 'New Releases'. A secondary navigation bar includes 'Books', 'Advanced Search', 'New Releases', 'Best Sellers & More', 'Amazon Book Clubs', 'Children's Books', 'Textbooks', 'Textbook Rentals', and 'Best Books'. A prominent orange banner reads 'The Books Holiday Gift Guide' with 'Get up to 80% off'. Below this, the breadcrumb trail is 'Books > Education & Teaching > Schools & Teaching'. The product image for 'ROR Magazine Summer 2022: Lifestyles of the Admission Professional' is displayed, featuring a cover with a person on a boat and various article teasers like 'TO THE YELLOWSTONE AND BACK', 'Gunning Down Our Children', and 'Queer NORMATIVE TREATMENT'. To the right of the image, the title 'ROR Magazine Summer 2022: Lifestyles of the Admission Professional' is shown, followed by 'Paperback – November 29, 2022' and 'by Sadat Jabeen (Author)'. A link 'See all formats and editions' is present. A price box indicates 'Paperback \$23.73' with '1 New from \$23.73'. A descriptive paragraph at the bottom states: 'The ROR Magazine: Lifestyles of the Admissions Professionals celebrates our first anniversary with Summer 2022. We are the only lifestyle publication for admission professionals, consultants and educators from around the world. At this magazine, we place a premium at spotlighting stories and issues of social progress, tolerance, and positive change. We aim to spotlight cultures and peoples from around the world that'.



Creative Curriculum Offerings To Attract More Students





Admission **Offices** **In** The Metaverse... Student **Avatar** Interviews





National Magazine Ads

ROR
RESULTS ORIENTED RECRUITING

HUNGRY FOR STUDENTS?

LEARN TO HUNT!

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THE WHO'S WHO OF ENROLLMENT MANAGEMENT

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Bootstrapped In 2020 & Profitable In 90 Days!



\$30,000

Training course fee



\$40,000

Per Average Customer



\$65,000

Client Life Value

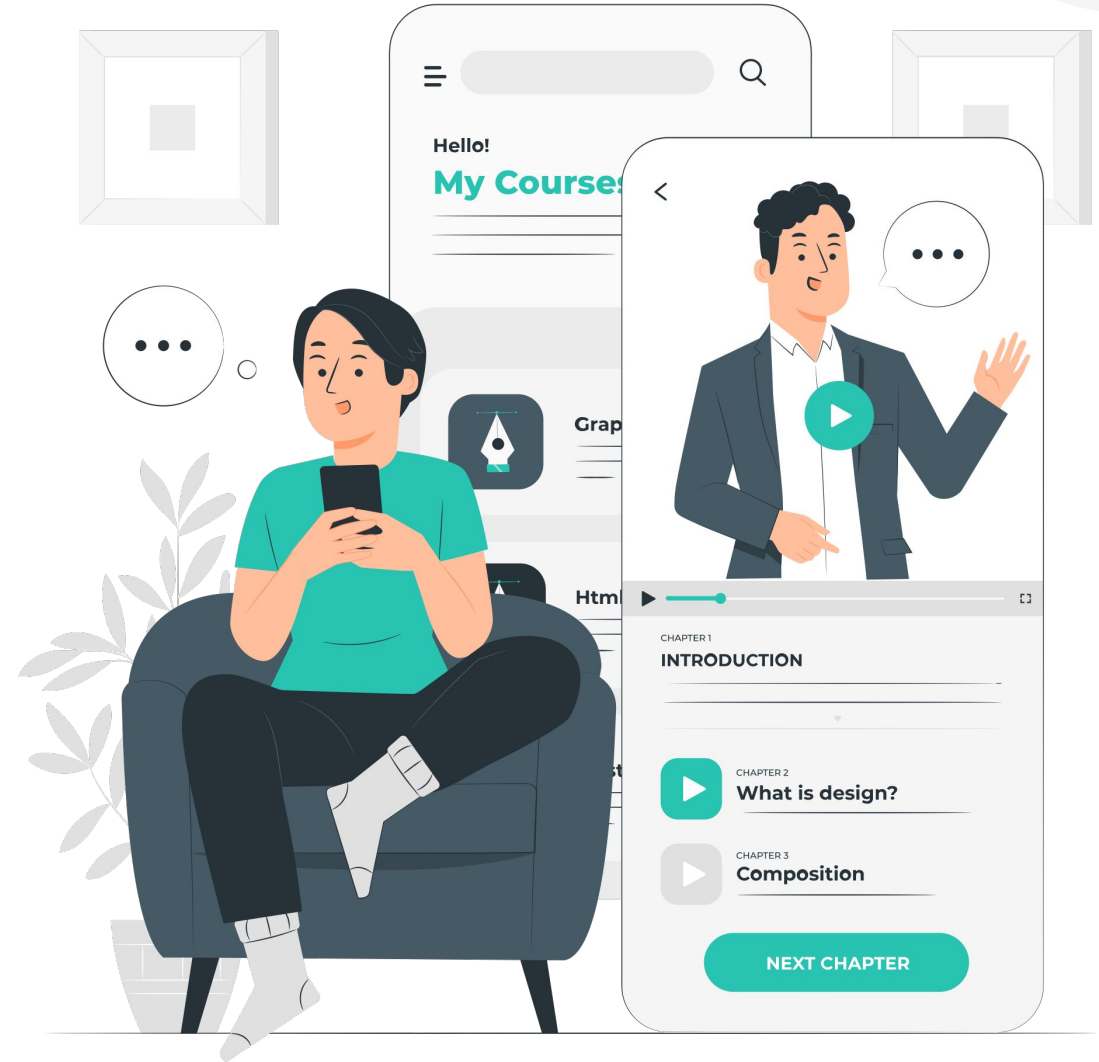


200%

Customer base has grown in three years

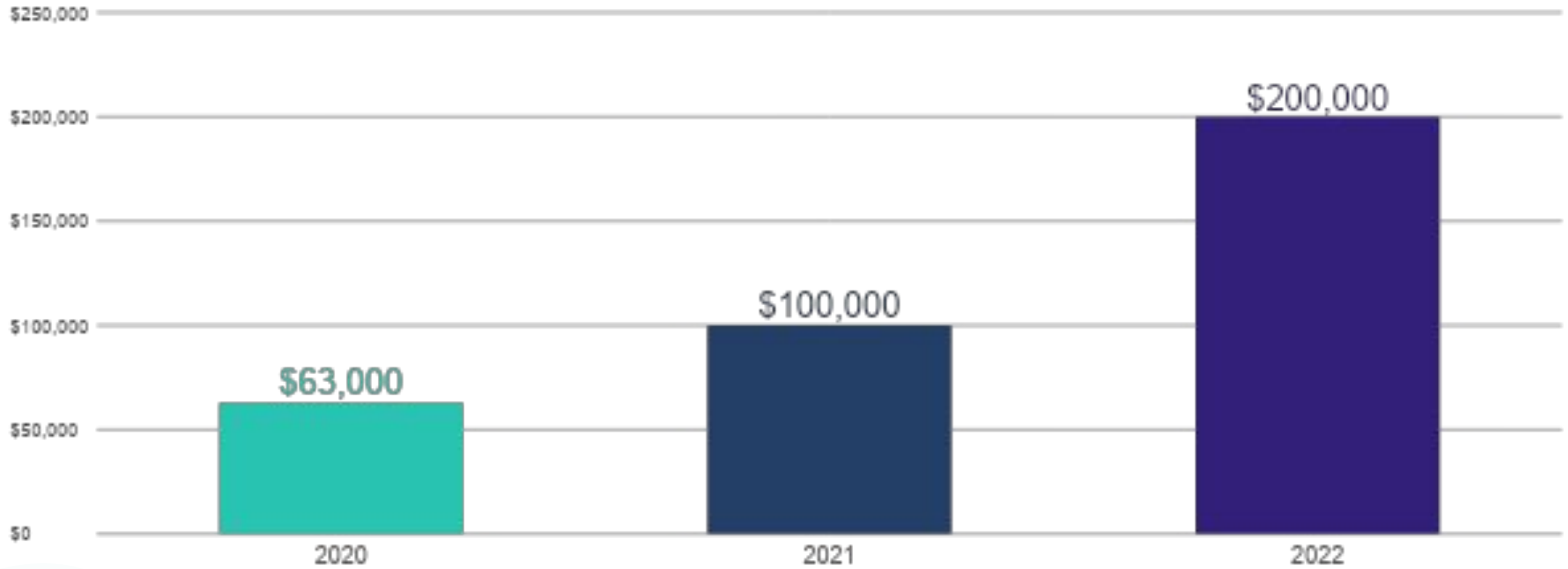
We promote:

- Via our 20,000 educational contacts
- National Sales Force





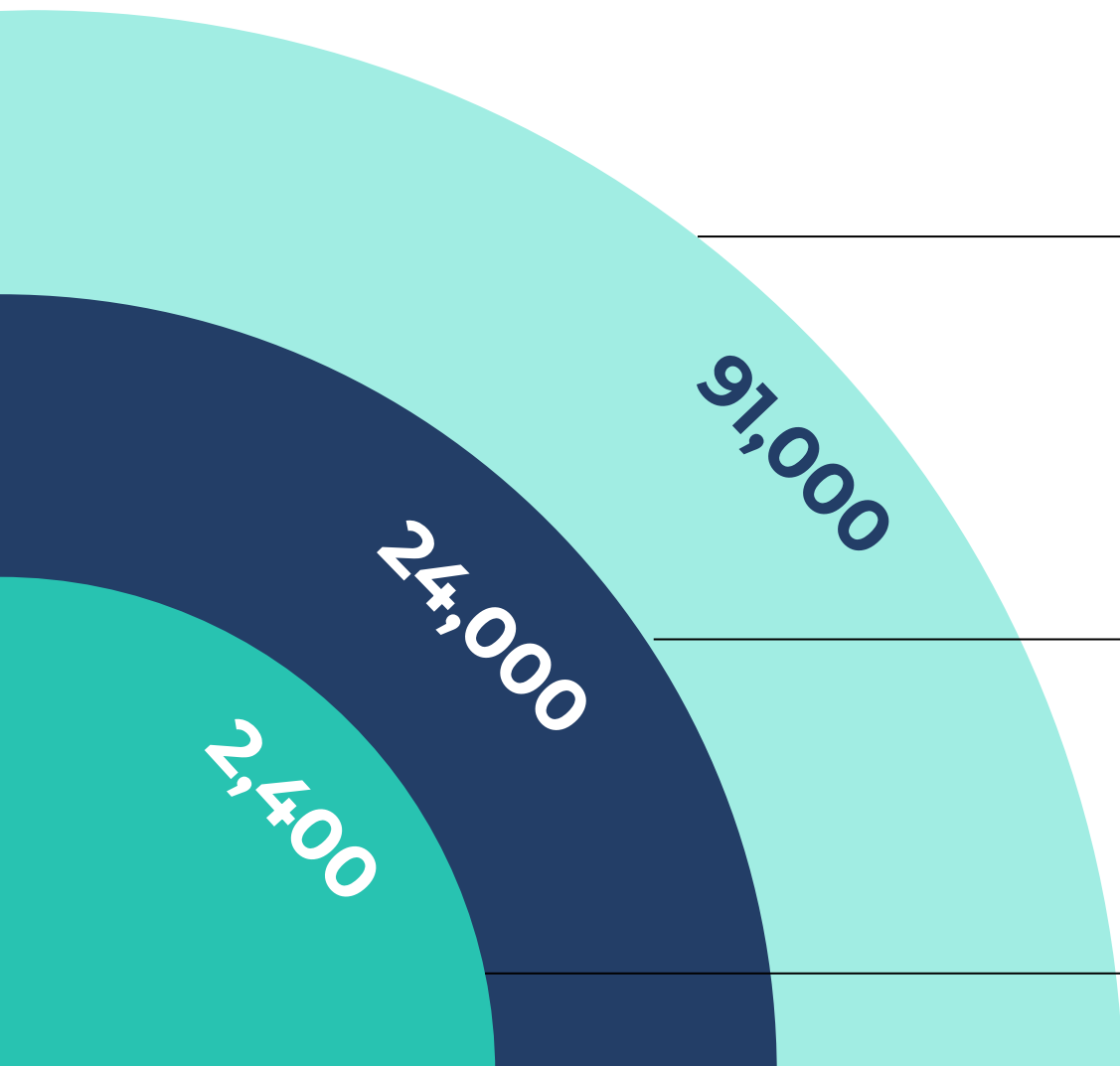
32% increase in 3 years!





\$1,080,000 Projected Sales In 2024

Our target institutions are in a chronic state of under enrolment









● **TAM (Total Addressable Market)**
Total global private schools and colleges

● **SAM (Serviceable Available Market)**
Under enrolled institutions

● **SOM (Serviceable Obtainable Market)**
We expect 36 sales per year (1.5% of market per year)

Diverse Promotion

-  ! Booths at National and Regional association fairs
-  ! Aggressive social media campaign
-  ! Paid virtual advertising
-  ! National Magazine advertising
-  ! Commissioned sales force
-  ! Targeted CRM email campaigns to decision makers





Additional Capital will allow us to:





Results!



Peter thorp
Headmaster Emeritus
★ ★ ★ ★ ★

Tom Schenck is a leader in the field of independent school admissions- a brilliant combination of decades of experience with tried and true approaches with imaginative outside-the-box strategic thinking that's so important in these unprecedented and challenging times.



Michael Robinson
Head of School Stuart Hall School
★ ★ ★ ★ ★

Regarding the materials you've created. I think you're a master teacher. There is an obvious pedagogical organization that would make any admission officer feel incredibly encouraged and excited by the opportunity to grow. I could hear a rookie or experienced pro looking at this and saying to themselves. "this will take me to the next level: it's the secret sauce that make some people great!



Robin Jarchow
Head Of School
★ ★ ★ ★ ★

Tom's dynamic personality and creative approach helped changed our team's mindset from passive to proactive... They became empowered and added over 2,000 more referral sources, and dramatically increased our applications in 3 months and ultimately grew enrollment!



The Team



Tom Schenck

CEO

An entrepreneur with over 40 years
of successful educational leadership
and sales rainmaker



Melandrew Santos

CFO

15 years in all aspects of
corporate financial Oversight and
SEC relations



Hagan Schenck

Vice President for Branding & Sales

New York entrepreneur



The Team



Chiranjeev Dutt

Chief Technology Officer

A digital marketing expert,
oversees all global
technology,. MBA in
Marketing and Finance.



Trey Prey

Dir. of Global Outreach,

Aligns podcasts across all
audio and visual platforms.
Previously he founded
Hype Music Network



Sadat Jabeen

Chief Editor of ROR Magazine

A prolific freelance
Writer, Professor of Ed
Psychology,



Ceci Guzaman

Operations Manager

Oversight of all divisional
logistics. Highly organized,
Adept at creating
contingency solutions.



Advisors



Craig Candelore

Partner ,Men's Legal Center

US Army Colonel
West Point



Dr. Jerry Larson

Managing Partner

The executive search firm, Educational
Directions, inc.. 40 years of educational
leadership as head of school and
trustee in the us and abroad



Patrick Finn

Founder of Schools Connections,

A global marketing firm that matches
schools and consultants..43 years of
school leadership throughout the
mid- Atlantic



Advisors



Mike Adams

Founder of the Compass

A series of predictive,
assessment systems. Serial
Entrepreneur for 40 years



Alan Myers

40 years Forensic Accountant

FED Researcher |
Author| Speaker



Steve Morley

Founder, Esguard.io

Senior start-up Advisor for University
of San Diego. Former, Founding
Employee of Qualcomm



\$3 Million

Investment requested





**THANK YOU
for your kind
Consideration!**

We Look forward to working with you.



CONTACT US



717 538-6000



Co-optrade@proton.me



www.co-optrade.com



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91932